

FOCUS ON SPATIAL, LOCATION, MAPPING AND SEMANTIC TECHNOLOGIES

Keynotes

MOSCONE

Monday, September 22, 2008

9:00 a.m. – 10:45 a.m.

Welcome to Oracle OpenWorld
Charles Phillips
President, Oracle Corporation

Chuck Rozwat
Executive Vice President, Product Development, Oracle

Tom Georgens
President and Chief Operating Officer, NetApp

Tuesday, September 23, 2008

2:30 p.m. – 4:30 p.m.

Paul Ottelini
President and CEO, Intel Corporation

Thomas Kurian
Senior Vice President, Oracle Fusion Middleware, Oracle

Wednesday, September 24, 2008

2:30 p.m. – 4:30 p.m.

Larry Ellison
CEO, Oracle Corporation

Mark Hurd
Chairman of the Board, CEO and President, HP

Ann Livermore
Executive Vice President, Technology Solutions Group, HP

Hands-On Labs

MARRIOTT

Sunday, September 21, 2008

Integrating Maps into Oracle Business Intelligence (Hands-on Lab Part 1)

13:15-14:15
Marriott Golden Gate A2
David Lapp, Oracle
Jayant Sharma, Oracle

Integrating Maps into Oracle Business Intelligence (Hands-on Lab Part 2)

14:30-15:30
Marriott Golden Gate A2
David Lapp, Oracle
Jayant Sharma, Oracle

Tuesday, September 23, 2008

Data Visualization for Web Applications—Graphs, Gauges, Maps, and More (Hands-on Lab)

16:00-17:00
Marriott Golden Gate C1
Katarina Obradovic-Sarkic, Oracle

Build a Map, Geocoding, Routing, and POI Service (Hands-on Lab Part 1)

16:00-17:00
Marriott Golden Gate A2
Ji Yang, Oracle

Build a Map, Geocoding, Routing, and POI Service (Hands-on Lab Part 2)

17:30-18:30
Marriott Golden Gate A2
LJ Qian, Oracle
Ji Yang, Oracle

Open World Sessions

Sunday, September 21, 2008

TIME	TITLE	SPEAKER(S)	LOCATION
8:30-10:00am	Oracle Spatial SIG	David Sonnen, ISSI Jon Scarbrough, Where2Gett Steven Pierce, Johnston McLamb Patrick Zhu, Cuyahoga County Jennifer Kinney, Spatial Business Systems, Inc. Tim Perez, USPS	Moscone West Rm 2006
8:30-10:00am	Data Integration: Overcoming Challenges for Pharmaceutical Data (IOUG)	Marcus Collins, Novartis Institutes for BioMedical Research (NIBR)	Moscone West Rm 2009
10:30-11:30am	Oracle Spatial 11g: Build Spatial Web Services, Network, and 3-D Applications	Siva Ravada, Steve Serra, Oracle	Marriott Salon 06
11:45-12:45pm	Tele Atlas GPS and Digital Maps Powered by Oracle Database 11g	James Steiner, Oracle Rob VanEssen, Tele Atlas	Marriott Nob Hill AB
13:15-14:15pm	Get the Most from Oracle Database 11g Semantic Technology: Best Practices	Souripriya Das, Oracle	Marriott Salon 12/13

Monday, September 22, 2008

TIME	TITLE	SPEAKER(S)	LOCATION
10:15-11:15am	Breaking Enterprise Application Platform Barriers	Ted Farrell, Oracle	Marriott Salon 09
11:30-12:30pm	Long Transactions with Oracle Database 11g Workspace Manager	Bill Beaugard Oracle	Marriott Salon 12/13
13:00-14:00pm	Oracle Maps in Oracle JDeveloper 11g: A Perfect Combination	Andrejus Baranovskis, VGO Software; Katarina Obradovic-Sarkic, Oracle	Marriott Salon 03
13:00-14:00pm	Using RDFS/OWL for Building Semantic Web Applications	Xavier Lopez, Zhe(Alan) Wu, Oracle	Marriott Salon 12/13
14:30-15:30pm	Oracle Berkeley DB XML in MapGuide Open Source and Autodesk MapGuide Enterprise	Greg Burd, Oracle; Geoff Zeiss, Autodesk	Marriott Salon 04
14:30-15:30pm	Oracle Utilities 2.2 Business Intelligence Review and Road Map	Brian Owenson, Oracle	Palace Hotel Gold Rm
16:00-17:00pm	Map It! Track and Maintain Your Assets by Using Oracle, Google, and ESRI Solutions	Denis Corbo, Laval; Anju Gupta, Oracle; Dariela Rubio, Oto Global Solutions	Moscone West Rm 2008
16:00-17:00pm	Oracle Database 11g Production Case Study: Teranode and Pfizer Semantic/Relational Approach to Science Collaboration	Giles Day, Pfizer; Joseph Duncan, Teranode; Melliyal Annamalai, Oracle	Marriott Salon 12/13
17:30-18:30pm	Oracle Database 11g Production Case Study: First American Spatial Solutions	Glenn Kronschnabl, First American Flood Insurance; Daniel Geringer, Oracle	Marriott Salon 12/13
17:30-18:30pm	Adding Data Visualizations to Your Application: Overview of Oracle ADF Faces Data Visualization Components	Katarina Obradovic-Sarkic, Oracle	Marriott Salon 05
17:30-18:30pm	SOA Development with Eclipse Link	Blaise Doughan, Shaun Smith Oracle	Marriott Nob Hill CD

Tuesday, September 23, 2008

TIME	TITLE	SPEAKER(S)	LOCATION
9:00-10:00am	Oracle Digital Oil Field Solution	Trudy Curtis, Public Petroleum Data Model Association; Dan Hough, Oracle; Ash Mathur, Chevron; David Shimbo, Oracle	Westin SF Market Street Franciscan II
11:30-12:30pm	Creating a Global Seamless Data Set for Mapping and Geocoding with Oracle Database 11g	Daniel Abugov, NAVTEQ	Moscone South Rm 236
13:00-14:00pm	Release 1.8 Highlights and Product Road Map Review of Oracle Utilities Work and Asset Management	Matthew Grace, Oracle	Palace Hotel Presidio
13:00-14:00pm	Oracle Active Data Guard: Standby on Steroids, Disaster Recovery Included	Yucheng Liu, Real Networks Joe Meeks, Oracle Shawn Ormond, Intermap Technologies, Inc.	Moscone South Rm 104
17:00-18:00pm	Oracle Utilities Mobile Workforce Management 2.0: Technical/Functional Preview	Matthew Grace, Oracle Bruce Kane, Oracle	Palace Hotel Gold Rm
17:30-18:30pm	Oracle Database 11g Production Case Study: Eli Lilly and Company—Semantic Technologies from a DBA's Point of View	Phil Brooks, Eli Lilly and Company; Melliya Annamalai, Oracle	Marriott Salon 01

Wednesday, September 24, 2008

TIME	TITLE	SPEAKER(S)	LOCATION
9:00-10:00am	It's Not Only the Applications! Why Technology Is Critical to the Utilities Industry	Samuel Harrell, Paul Henderlite; Oracle	Palace Hotel - Presidio
17:00-18:00pm	Four Ways to Use Oracle Locator and Oracle Application Server MapViewer: You Own It-Use It!	Jayant Sharma, James Steiner, Oracle	Moscone South Rm 305

Thursday, September 25, 2008

TIME	TITLE	SPEAKER(S)	LOCATION
10:30-11:30am	Oracle Spatial Best Practices and Tuning Tips for DBAs and Developers	Daniel Geringer, Oracle	Moscone South Rm 304
13:30-14:30pm	Advanced Visualization, Charting, and Spatial Map Integration with Oracle Business Intelligence Suite Enterprise Edition Plus	Abhinav Agarwal, Oracle	Marriott Salon 12/13

DEMOgrounds MOSCONE WEST EXHIBITION HALL

Demos

Oracle Database 11g Demos

Oracle Location and Map-Enabled Applications and Tools

Pod L15 – Unstructured Data

- See new map-enabled applications and tools: Oracle Utilities, Oracle Communications, Oracle JDeveloper, Oracle Business Intelligence, Oracle Content Management, and others. New Oracle Spatial 11g, Oracle Application Server MapViewer features include 3-D, LIDAR, Web services, raster, geocoding, routing, and scrollable (“slippymap”) maps.

Oracle Spatial Technologies

Pod L47 – Unstructured Data

- See new developments in Oracle Spatial 11g, Oracle Fusion Middleware MapViewer, and Oracle’s new “spatial-ready” applications and tools, including 3-D, Web services, raster, geocoding, routing, network management, and scrollable (“slippymap”) maps.

Oracle Semantic Database Technologies

Pod L14 – Unstructured Data

- Oracle Database includes support for semantic data with native support for RDF datatypes and inferencing, the OWL query language, ontology-based semantic querying, and leading semantic analysis tools. The semantic database features are included in Oracle Spatial 11g.

Partners

EXHIBITION HALLS

Partner	LOCATION
Autodesk, Inc.	2430 Moscone South
DigitalGlobe	3444 Moscone West
ERDAS, Inc.	206 Moscone South
ESRI	1724 Moscone South
Johnston McLamb	3928 Moscone West
Leica Geosystems Geospatial Imaging	206 Moscone South
Metatomix	3838 Moscone West
NAVTEQ	2610 Moscone South
ThincSoft, LLC	227 Moscone South

Networking Events

EVENT	DAY	TIME
Welcome Reception	Sunday	7:30 p.m. – 9:30 p.m.
OTN Night	Monday	7:30 p.m. – 11:00 p.m.
NAVTEQ Reception, Roe Restaurant 651 Howard Street RSVP by 9/16/08 at enterprise@navteq.com	Tuesday	6:00 p.m. – 8:00 p.m.
Appreciation Event	Wednesday	8:00 p.m. – 12:00 a.m.
It's a Wrap	Thursday	5:00 p.m. – 7:00 p.m.